



## Equality, Diversity and Inclusion Strategy 2022-25

# Purpose

Equality, Diversity and Inclusion is our passion; it weaves through our DNA at Berneslai Homes.

The Strategy shows:

- our commitment;
- our strong position;
- our priorities moving forward;
- how we will bring this to life for everyone - customers, people, communities, and partners.

Our position is unique and strong but we will always aim higher. We will do the right thing, push harder, and make a positive difference to people's lives, inspire others and act as a beacon of good practice in EDI. It's about inclusion for all.

**"You can do what I cannot do. I can do what you cannot do. Together we can do great things."**

*Mother Teresa*

It's about:

**EQUALITY**  
of access to opportunities.

**DIVERSITY**  
Recognise and celebrate differences.

**INCLUSION**  
Belonging and acceptance,  
feeling valued for who you are.

# Our vision

## Our values

Everyone who works for Berneslai Homes will embrace these values and make them relevant to their role.

Our vision is clear:

**Creating great homes and communities with the people of Barnsley.**

Our mission supports our vision:

**Great place, great people, great company.**

Creating and developing vibrant neighbourhoods where diverse communities thrive and develop; attracting and retaining talented people, serviced by a diverse organisation.

### Customer first

Tailoring services to individual needs, providing excellence and always doing the right thing.

### Can do attitude

Removing barriers and achieving high performance to be an exemplar in EDI.

### Curious

Confident to question - learning about different cultures and educating others.

# Alignment

The wider landscape of EDI internal and external is recognised in this strategy. It reflects the Barnsley 2030 Vision; Healthy, Learning Barnsley and their equality aspiration – a more equal town where no-one is left behind, diversity is embraced and respected.

**BE PROUD** Diversity. Inclusion  
– They're more than just words.

Going above and beyond our duties.

Equality Act 2010 and Public Sector Equality Duty 2011 to:

- Eliminate discrimination.
- Advance equality of opportunity.
- Foster good relations between different groups.

Inclusive of our key strategies; the local and national policy direction.

- Strategic Plan 2021-31.
- Housing Diversity Network DNA accreditation report.
- Yorkshire and Humberside EDI Baseline Survey Report and more.

Supporting local and national campaigns and pledges:

No Place for Hate.  
Stand up to Domestic Abuse.  
Harry's Pledge.  
Black Lives Matter  
and many others.

# Our promises

Ensure equal and fair access to our services, based on individual needs.



Value people as individuals and not form opinions based on bias, prejudice, assumptions or stereotypes.



Recognise, respect, accept and celebrate people's differences.



Have a workplace culture which is inclusive, warm, welcoming and free from discrimination, harassment, bullying or victimisation.



Treat people fairly and with dignity and respect.



Do the right thing even if it isn't the easiest thing.



Call out Inappropriate language and behaviour, no matter how small it seems.

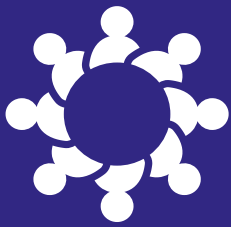


Empower people to be their true selves – everyone has a right to be who they are.



# Key Themes





## BOARD

Recognition and ownership of EDI is driven by all board members - living our inclusion for all culture and providing allyship.

- Create more opportunities for diverse board membership.
- Maximise board visibility and involvement at estate walkabouts, community events and equality forum.
- Create opportunities for succession - apprentice/shadow board role.
- Enhance EDI performance and monitoring information to board.





# CUSTOMER FIRST

- Ensure customer EDI insight data is accurate, regularly refreshed to ensure we know our customers and their specific needs.
  - Continue to utilise customer insight to plan effective services.
  - Continue to provide support to assist tenants manage their finances.
  - Explore new and innovative ways in addressing fuel poverty and austerity.
  - Ensure customers maximise their benefit entitlements.
  - Ensure everyone has a voice by more engagement with harder to reach groups and reach harder.
  - Review the engagement framework to ensure EDI is fully encompassed.
  - Investigate how we can further enhance online engagement.
  - Increase tenant involvement in range of social initiatives and events.
  - Improve the effectiveness of the adaptations process for our customers.
  - Undertake full review of the lettings process to improve transparency and fairness allowing customers to make informed choices.
- We will ensure for all digital developments EDI is fully considered and opportunities for improvement maximised.
  - Continue to work with the council to ensure every neighbourhood has affordable digital connections.







## PEOPLE FIRST

- Maximise utilisation of our coaching and mentoring schemes for our protected characteristic employees.
- Ensure all employees own our EDI ethos by the delivery of our new EDI training model.
- Our leaders are equipped at managing a diverse and agile workforce.
- Our succession planning and leadership development programme addresses underrepresented groups and is inclusive for all.
- The Wellbeing Champion support service continues to thrive.
- Increase the diversity of our workforce across all services and hierarchy, review recruitment process.
- Address gender, race, disability and other pay gaps.
- Increase and encourage wider employee engagement with Equality groups and events.
- Continue to monitor and action satisfaction.
- Maximise staff involvement in the wide range of EDI involvement opportunities and peer support groups.
- Increase collaboration with national and regional networks to influence and improve outcomes.
- Continue to encourage everyone to own the EDI ethos and 'call it out'.
- Raise profile of Equality Champions, as the ambassadors of embedding the EDI ethos across the company and improve their effectiveness.





# COHESIVE COMMUNITIES

- Maximise opportunities with the Equality Forums.
- Drive the 'can't do, won't do' zero tolerance approach to tackling ASB.
- Facilitate strong and healthy relationships between diverse communities, to take pride and be proud of their estates.
- Prominent presence in EDI borough wide events.
- Active partner in tackling worklessness and delivering the Council's relaunched Employer Promise by:
  - Increase training opportunities for tenants
  - Explore social enterprise opportunities for tenants
  - Enhancing our Apprenticeship offer
  - Extend our School and College engagement provision
  - Increase opportunities for placements
- Develop a Race Equality Action Plan, monitor and ensure actions are progressed.
- Enhance and continue to build strong collaborate partnerships.



# Success Measures

- Housing Diversity Network DNA Award.
- Retain IIP Gold and progress to Platinum.
- Retain Disability Confident and progress to level 3.
- Retain Mindful Employer status.
- Achieve Be Well At Work accreditation.
- Attract a greater number of diverse employees – 12% (disability, LGBTQ+ and BAME).
- Increase women in construction to achieve overall target of 15%.
- Achieve the representative board profile and increase the number of disabled, young people (18-35 age) and LGBTQ+ members.
- Reduce gender pay gap year on year.
- Continue to increase apprenticeships to achieve 4% of workforce.
- Implement the EDI action plan.
- Increase employee EDI engagement opportunities.
- Achieve Carers Accreditation.
- Reduce waiting and delivery time of adaptations.



# Year 1 Action Plan

## BOARD

- Explore opportunities for an apprentice/Shadow Board role.
- Maximise board visibility and involvement at estate walkabouts, community events and equality forum.
- Enhance EDI performance information and monitoring.

## CUSTOMER FIRST

- Ensure customer EDI insight data is accurate, regularly refreshed so we know our customers and their specific needs.
- Undertake a full review of the lettings process to improve transparency and fairness allowing customers to make informed choices.

## PEOPLE FIRST

- Review and update EDI policies, guidance, and procedures.
- Ensure all employees own our EDI ethos 'call it out' by delivery of our new EDI training model.
- Maximise staff involvement in the wide range of EDI involvement opportunities and peer support groups.
- Raise profile of Equality Champions, as the ambassadors of embedding the EDI ethos across the company and improve their effectiveness.
- Identify ways of how we can increase the diversity of our workforce across all services and hierarchy.
- Implement ethnicity pay gap reporting framework.

## COHESIVE COMMUNITIES

- Explore and implement social enterprise opportunities for tenants.
- Enhancing our Apprenticeship offer.
- Strengthen and embed our approach and partnership arrangements in respect of Domestic Abuse, Prevent, Hate Crime and Safeguarding.
- Understand the experience of BAME tenants living in our neighbourhoods (Star survey results).



[www.berneslaihomes.co.uk](http://www.berneslaihomes.co.uk)

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